Home Furnishings Calendar 1949

JANUARY

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WEEK OF

Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Dec. 29 2:00 P.M.- 5:00 P.M. Cocktails	PRESS PREVIEW Lees will exhibit its new patterns, fabrics and colors for the 1950 Winter Markets at a press preview, by invitation only. Nearly half the items will be new additions to the line. Party will be held in the New York showroom on the 16th floor. Publicity: Wilmer D. Cressman, Bridgeport, Pennsylvania.	JAMES LEES & SONS CO.	295 FIFTH AVENUE
Thursday Dec. 29 Going on	NEW FABRIC LINE A new group of vat-dyed, 50" prints on antique cotton satin, and of 36" prints and embossed plains on cotton with an Everglaze finish which makes them soil-resistant, wrinkle-proof and fast color, is now on view at this showroom and also in Philadelphia, Boston, Chicago and Los Angeles. In addition several Nylon sheers known as Nysheer are being introduced. Publicity: Hilda Kassell, PL. 9-2917.	MALLINSON FABRICS	261 FIFTH AVENUE
Thursday Dec. 29 Going On	FILM ON PLASTICS NOW AVAILABLE A motion picture "The Scientific Approach to Better Plastics" is now available without charge to educational institutions, industrial organizations, etc. The film is of particular interest to laboratory personnel, technicians, engineers, chemists and others technically minded as it demonstrates the continuing research program on the mechanical properties of plastics and the molecular changes induced by stress. Publicity: Langdon P. Williams, MU. 6-1490.	THE SOCIETY OF THE PLASTICS INDUSTRY	295 MADISON AVE. NEW YORK 17, N.Y.
Jan. 1	NEW YEAR'S DAY (Holiday January 2).		
Sunday Jan. 1 Going on	GOOD AMERICAN HOME PROGRAM Under the joint sponsorship of the National Retail Lumber Dealers Assn. and the U.S. Savings and Loan League, the first eight demonstration houses of the "Good American Home Program" will open for thirty days in these two cities. The Builders Assn. of Metropolitan Detroit anticipates building 7500 houses based on this program, which is designed to meet the low-cost housing needs of the American public and to show them how they can afford to buy or build today's houses at today's prices and furnish and maintain them within the average family budget. These first houses, fully furnished and equipped, will show sponsors in other cities how they, too, can build such demonstration houses. Present indications are that there will be from 300 to 500 such houses in various areas. All proceeds from the public exhibition of the houses will benefit the United Cerebral Palsy Associations. Special packages of instructions will be made available to local sponsors in other localities. These packages are geared to big cities and to towns of varying populations. Ted Baldwin, Inc. are the developers and coordinators of the program. Home furnishings and equipment manufacturers are urged to inquire for further details. Contact and Publicity: Ted Baldwin, 18 E. 48th St., New York 17, MU. 8-2888.	NATL. RET. LUMBER DLRS. U.S. SAVINGS & LOAN	FLINT & DETROIT MICHIGAN

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, JANUARY 2, 1950

Tuesday Jan. 2 Going on	NEW BLIND TO BE SHOWN	MODERN VENETIAN BLINDS	261 FIFTH AVENUE

A new Venetian Blind with many unusual features will go on display on this date. It is all-steel and comes in stock sizes. Publicity: Hilda Kassell, PL. 9-2917.

Tuesday Jan. 3	REGULAR MEETING, UPHOLSTERED FURNITURE MFRS. ASSN., HOTEL McALPIN CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MU. 3-4247.		
Tuesday Jan. 3 7:30 P.M.	GENERAL MEETING	ADV. WOMEN OF N.Y.	HOTEL ASTOR

The mid-year general business meeting will be held at this time. Punch will be served. For members only. Contact: Elizabeth Blankenhorn, CI. 5-4149.

Jan. 5- Jan. 12	KEYSTONE CHINA AND GLASS SHOW, HOTEL FORT PITT, PITTSBURGH, PENNSYLVANIA. CONTACT: J. ANDREW SQUIRES, 1165 BROADWAY, NEW YORK CITY, MU. 3-2636.		
Jan. 5- Jan. 13	PITTSBURGH GLASS AND POTTERY EXHIBIT, HOTEL WILLIAM PENN, PITTSBURGH, PA. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Friday Jan. 6- Jan. 10	ANNUAL CONVENTION AND EXHIBIT	VENETIAN BLIND ASSN. OF AMERICA	HOTEL DEL CORONADO CORONADO, CALIF.

The annual convention of the Venetian Blind Association, with R.J. Cayton as convention chairman, will meet. A feature of the convention will be exhibits of new materials, new types of hardware, slats and tapes, new labor-saving devices. Publ.: Roy Craft, 6671 Sunset Blvd. Hollywood 28, Cal.

Sunday Jan. 8	ANNUAL TEXTILE REVIEW TO APPEAR	BOSTON TRAVELER AND SUNDAY HERALD	BOSTON MASSACHUSETTS

The Annual Textile Review, a magazine issue which has now appeared for nearly half a century, will be out on this date. It will consist of a series of outstanding features written by the nation's best qualified experts on the textile industry. Contact: Percy Schwarz, Textile Review Directors, Boston Sunday Herald, 80 Mason Street, Boston, Mass.

Sunday Jan. 8- Jan. 13	SOFT GOODS SHOW IN CHICAGO	NATIONAL EXHIBITORS, INC. LANSDALE, PENNA.	HOTEL STEVENS CHICAGO, ILLINOIS

Curtains, draperies, linens, domestics, shower curtains and related items will be shown at the Chicago Soft Goods Show during this period. Contact: National Exhibitors, Inc., Lansdale, Pennsylvania, LA. 4791.

Sunday Jan. 8- Jan. 21	TABLE FASHIONS EXHIBIT	HELEN CHAMBERLIN LOS ANGELES, CALIF.	CARNEGIE MUSEUM PITTSBURGH, PA.

A two weeks showing, sponsored by the Pittsburgh Sun Telegraph, will be given by Helen Chamberlin as part of her Table Fashions of 1950. This show, presenting 22 complete table settings and as many shadow box displays, will feature the fine chinas and earthenwares of the members of the California Pottery Guild. Contact: Helen Chamberlin, California Pottery Guild, 315 West 9th Street, Los Angeles 15, Cal., MA. 6-4638.

WEEK BEGINNING MONDAY, JANUARY 9, 1950

Jan. 9	PRESS CLUB LUNCHEON, AMERICAN FURNITURE MART, CHICAGO, ILLINOIS.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 9 7:00 P.M.	TWELFTH LECTURE	ADV. WOMEN OF N. Y.	HOTEL ASTOR

The twelfth lecture in the Survey of Advertising Course will deal with National Advertising Copy - choice of campaign idea - development - writing - testing, and will be given by Jean Wade Findlaub, vice pres., Batten, Barton, Durstine & Osborn. Contact: Hulda Kloenne, CI. 5-4149.

Monday Jan. 9- Jan. 13	39TH ANNUAL CONVENTION	N. R. D. G. A.	HOTEL ASTOR

At the convention the following sessions will be of interest to those in the home furnishings field. Monday, Jan. 9, 12 noon: "Curtain-Raiser" Luncheon in Grand Ballroom. Wednesday, Jan. 11, 9:30 A.M.: Home Furnishings and Appliance Group Session on Merchandising Housewares for Profits, in Salle Moderne. Thursday, Jan. 12, 9:30 A.M.: Public Relations Session at which NRDGA's 1950 Public Relations Campaign will be revealed. Many of the other sessions dealing with merchandising, management, education and related subjects will also be of interest. Publicity: Robert Mayer, Public Relations, N.R.D.G.A., CH. 4-8780.

Monday Jan. 9- Jan. 20	WINTER LAMP MARKET WEEK	MERCHANDISE MART AMERICAN FURNITURE MART	CHICAGO ILLINOIS

Lamp manufacturers will display their new merchandise during the same period as the Furniture Market. Exhibits will be shown at the Merchandise Mart and the American Furniture Mart. Contact for Merchandise Mart: Mr. Padden; for American Furniture Mart: Clark B. Kelsey.

Monday Jan. 9- Jan. 20	ANNUAL CHICAGO WINTER FURNITURE MARKET	INDIVIDUAL MANUFACTURERS	MERCHANDISE MART AM. FURN. MART.

The annual winter furniture market will be held on these far more convenient dates this year. Contact for Merchandise Mart: Robert B. Johnson Room 262, Merchandise Mart. Contact for American Furniture Mart: Laurence H. Whiting, 666 Lake Shore Drive, Chicago, Illinois.

Jan. 9-20 WINTER FURNITURE MARKET, WATERS & EXPOSITIONS BLDGS., GRAND RAPIDS, MICH.

Jan. 9- Jan. 20	CHICAGO CURTAIN AND DRAPERY SHOW	MERCHANDISE MART AMERICAN FURNITURE MART	CHICAGO ILLINOIS

The Chicago curtain and drapery show will be held concurrently with the furniture market. Pub. Mdse. Mart: Robert B. Johnson, Mdse. Mart, Chicago. Pub. Am. Furn. Mart: L.H. Whiting, 666 Lake Shore Drive, Chicago, Ill.

Monday Jan. 9- Jan. 20	NEW FURNITURE: NEW FABRIC	FICKS REED 383 MADISON AVENUE	CHICAGO AND GRAND RAPIDS

Ficks' new Philippine Rattan pieces designed by Paul Laszlo will go on display simultaneously in New York, Chicago and Grand Rapids, as will their augmented Malay Modern line, their new fabrics, lamps, rugs and decorative accessories. Of special interest is a new drapery material, called "Match Stick", of split bamboo. This material, which drapes effectively, is particularly suited to use on large window areas. Publicity: Harold J. Siesel Company, 424 Madison Avenue, EL. 5-0138.

Monday Jan. 9- Jan. 20	TEMPORARY HEADQUARTERS	THE MAGNAVOX COMPANY	1115 MERCHANDISE MART

During the furniture market in Chicago the Magnavox Company will display its new 1950 line of radio-phonographs and television receivers to the trade in its temporary headquarters in the Merchandise Mart - Room 1115. Publicity: Lauren K. Hagaman, The Magnavox Company, Fort Wayne 4, Indiana.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 9- Jan. 20	NEW OUTDOOR FURNITURE	SALTERINI, WATERS BLDG.	GRAND RAPIDS, MICH.
	A new group of metal garden furniture called Sta-Out will be introduced during the Market. It may be left out in all weathers without the bother of even bringing in cushions. Made of wrought iron with seats and backs of expanded metal mesh, contour-shaped for comfort and treated with the Neva-Rust process, the line includes a three-unit sectional sofa, benches, armchairs with and without pull-out trays, a chair with a spring steel base and a rocker plus a nest of three tables, and an end table with magazine rack. Publicity: Harold J. Siesel Co., EL. 5-0138.		
Monday Jan. 9- Jan. 20	TO SHOW AT MART	AIR KING PRODUCTS CO.	MDSE. MART, CHICAGO
	Air King will show for the first time its 1950 line of television receivers, and also new models of radios and wire recorders, in space 1454. Two new television receivers, a console and a table type, will feature the new rectangular tube which shows the picture exactly as it is televized and also makes possible smaller cabinets with larger screens. Publicity: S. Olchak, Air-King Products Co., Inc., 170 - 53rd St., Brooklyn 22, N.Y.		
Monday Jan. 9 - Jan. 20	TEN NEW SUITES TO BE INTRODUCED	THE MENGEL COMPANY LOUISVILLE, KY.	AM. FURN. MART CHICAGO, ILLINOIS
	Ten new furniture suites in a variety of finishes will be introduced to the trade at this time. Finishes range from walnut and mahogany to light modern woods. Publicity: Advertising Dept., Mengel Co., Louisville 1, Ky.		
Monday Jan. 9- Jan. 21	CHICAGO WINTER MARKET	CARPET INSTITUTE	MERCHANDISE MART
	A completely individual carpet design in keeping with trends in today's home furnishings will be exhibited by each member of the Carpet Institute during this market. This will be in addition to each manufacturer's regular exhibition of new patterns. Contact: Mary Burke, Fred Eldean Organization, 670 Fifth Avenue, EL. 5-7651.		
Monday Jan. 9- Jan. 20	OWEN WALLPAPERS TO BE SHOWN	WILTON E. OWEN, INC.	MDSE. MART, CHICAGO WATERS BLDG.GD.RAPIDS
	Hand-printed wallpapers by Wilton E. Owen, Inc. will be on display during the furniture markets in both cities. In Chicago they will be shown by the Warner Co.,Inc., Room 6-116, Merchandise Mart; in Grand Rapids by Arthur L. Shera, Waters Bldg. Publ.: Franklin Fisher & Assoc.,MU. 2-1983.		
Tuesday Jan. 10 10:00 A.M.- 12:00 M. Breakfast	PRESS PREVIEW: NEW COMFORTER COLLECTION	PUROFIED DOWN PRODUCTS, INC.	ROOM 1810 350 FIFTH AVE.
	A new collection of down-filled comforters and pillows will be previewed by the press at a breakfast. Distinctive new designs in comforters, and a new bridal pillow in brocaded satin will be introduced at this time. Publicity: Anne Gorman, Franklin Fisher & Associates, MU. 2-1983.		
Tuesday Jan. 10- Jan. 11	BRIDAL BUSINESS CLINIC	BRIDES HOUSE, INC.	RITZ CARLTON
	The fifteenth Bridal Business Clinic will be held on these two days in the Crystal Gardens of the Ritz-Carlton. A Wedding Gift Registry and Home Furnishings Session take place Jan. 10 from 2 to 5 P.M. immediately followed by cocktails. Attendance: retailers from coast-to-coast and Canada, and resident buyers. Contact: Miss Alice Rydell, Brides House, Inc., 527 Fifth Avenue, New York 17, N.Y., MU. 2-1490.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Jan. 10- Jan. 12	FIFTH ANNUAL TECHNICAL SESSION AND EXHIBIT	THE SOCIETY OF THE PLASTICS INDUSTRY	HOTEL CLEVELAND CLEVELAND, OHIO
	This meeting will emphasize the latest developments in the field of reinforced plastics. The non-commercial exhibit will feature new applications of reinforced plastics. Luncheon meetings will be held on January 10th and 11th and the annual banquet on the evening of January 11th.		
Wednesday Jan. 11 9:30 A.M. 11:00 A.M.	PRESS PREVIEW	GIMBEL BROS.	33RD & 6TH AVE.
	A press preview to show Modern budget furniture and several exhibition rooms will be held on this date. The press is welcome. Publicity: Terry Mayer, LO. 5-1500, Ext. 600 or 783.		
Wednesday Jan. 11 Dinner	CARPET FASHIONS FOR '50	CHICAGO FLOOR COVERING ASSOCIATION	GRAND BALLROOM STEVENS HOTEL
	The first fashion presentation to the trade and press of "Carpet Fashions for '50" will be made at the Chicago Floor Covering Assn.'s annual dinner. A thirty-minute carpet fashion show will introduce the collection created especially for the nationwide Carpet Fashion Opening, April 17-27. Publicity: Melva Chesrown, Fred Eldean Organization, EL. 5-7651.		
Wednesday Jan. 11 Just out	THREE WOODWORKING BOOKS	J. B. LIPPINCOTT	521 FIFTH AVENUE
	Three books, expertly and simply written and profusely illustrated, belong on the reference shelf of the home workshop. They are "Timbers for Woodwork", "Tools for Woodwork" and "Staining and Polishing." Publicity: Mr. Stanley Chambers, J. B. Lippincott, Philadelphia, Pa.		
Jan. 11	"MEMBERS ONLY" DINNER PARTY, FURNITURE CLUB OF AMERICA, FURN.MART,CHICAGO		
Thursday Jan. 12 12:30 P.M. Luncheon	JANUARY MARKET LUNCHEON	HOME FASHIONS LEAGUE	MERCHANDISE MART
	The subject of the Market meeting will be "Looking In on Living" and will be illustrated by presentations of traditional, provincial and modern decorating schemes created by three League members: Elizabeth Whitney, Marion Heuer and Flolydia Etting. Out of town members are welcome. Contact: Marian Knapp, Dir. Pub. Rel., Natl. Assn. of Bedding Mfrs., 1647 Merchandise Mart, Chicago 54, Illinois.		
Sunday Jan. 15- Jan. 19	NEW GIFT SHOW TO BE HELD IN WASHINGTON	GEO. F. LITTLE MNGMT. 220 FIFTH AVENUE	WILLARD HOTEL WASHINGTON, D.C.
	The first gift show of the year will be held in Washington where 84 exhibits will be displayed on the 2nd and 3rd floors of the Willard Hotel. Show hours: 9 A.M. to 6 P.M. daily; until 10 P.M. January 18. Closes at 1 P.M. January 19. Contact: Miss Meehan, George F. Little, MU. 9-7147.		
Sunday Jan. 15- Jan. 20	N. Y. CURTAIN & DRAPERY SHOW	MANUFACTURERS	HOTEL NEW YORKER
	The annual curtain and drapery show will be held on these dates in New York. Contact: H.M. Waters, National Exhibitors, Inc., Lansdale, Pa.		
Sunday Jan. 15- Jan. 20	NEW DATES SET FOR SHOW	NATL. DOMESTICS AND LINENS SHOW	9TH FLOOR HOTEL NEW YORKER
	The National Domestics and Linens Show will run concurrently with the New York Curtain & Drapery Show instead of in February as originally planned. Hours: 10 A.M. daily through evenings. Contact: H. M. Waters, National Exhibitors, Inc., Lansdale, Pennsylvania.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

ADVANCE DATES AND NOTICES

Monday Jan. 16 7:00 P.M.	THIRTEENTH LECTURE	ADV. WOMEN OF NEW YORK	HOTEL ASTOR

The thirteenth lecture in the Survey of Advertising Course will be on Retail Advertising and its basic principles. It will be given by Joseph Lorin, vice president of Grey Advertising Agency, Inc. Contact: Hulda Kloenne, CI. 5-4149.

Monday Jan. 16- Jan. 26	FURNITURE AND FURNISHINGS TRADE SHOW	FURNITURE & FURNISHINGS MAGAZINE	COLISEUM TORONTO, CANADA

The largest trade show of its kind to be held in Toronto will open on this date under the joint sponsorship of Furniture and Furnishings Magazine and the Home Furnishings Exhibition Advisory Committee. Approximately 160 exhibitors in all categories are already booked. Open to buyers and retailers. Hours: 9 A.M. to 9 P.M. daily. Contact: Charles L. Stark, Manager, 345 Adelaide Street, W., Toronto, Canada.

Monday Jan. 16- Feb. 3	GOLD MEDAL EXHIBITION: MINOR ARCHITECTURAL WORKS	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH ST. NEW YORK 16, N. Y.

The third of six monthly gold medal exhibitions will open on this date and will deal with minor architectural works. Open to the public. Contact: Architectural League, MU. 5-8400.

Tuesday Jan. 17 12:30 P.M.	MONTHLY LUNCHEON	ADV. WOMEN OF N.Y.	HOTEL ASTOR

The monthly luncheon of this organization will be held on this date. Details to be announced in a later issue. Contact: Mabel Blake, CI. 5-4149.

Jan. 18- Jan. 19 — NATIONAL MACARONI MFRS. ASSN., FLAMINGO HOTEL, MIAMI BEACH, FLORIDA
PUBLICITY: GERTRUDE MICHALOVE, THEODORE SILLS, PL. 9-0820.

Wednesday Jan. 18- Jan. 20	GENERAL MANAGEMENT CONFERENCE	AM. MANAGEMENT ASSN. 330 WEST 42ND STREET	HOTEL ST. FRANCIS SAN FRANCISCO, CAL.

A mid-winter General Management Conference will be held on the West Coast this year. Top management of large and small industrial and business firms from all sections of the country will meet. The meetings, open to all business executives, will take up problems of production, marketing, labor relations, organization, finance and insurance as announced by Lawrence A. Appley, president American Management Association. Publicity: Edw. K. Moss, BR. 9-6055.

Jan. 19- Jan. 26 — NATIONAL HOUSEWARES MFRS. TRADE SHOW, CHICAGO, ILLINOIS.
CONTACT: A. W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO, ILLINOIS.

Jan. 21. Luncheon — POT AND KETTLE CLUB WINTER LUNCHEON, LAKESHORE CLUB, 850 LAKESHORE DR. CHI
CONTACT: FRED C. WOOD, FRED C. WOOD CO., WESTERN MDSE. MART, SAN FRANCISCO

Jan. 22- Jan. 25 — NEW YORK STATE GIFT SHOW, HOTEL LAFAYETTE, BUFFALO, NEW YORK.
CONTACT: EUGENE A. RICHARDSON ASSOC., 683 ATLANTIC AVE., BOSTON, MASS.

Sunday Jan. 22- Jan. 27	30TH CALIFORNIA GIFT SHOW	L. A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.

The semi-annual California Gift Show will be held on these dates in the Alexandria Hotel, Biltmore Hotel, Brack Shops and L.A. Merchandise Mart Bldg. Contact: Woody C. Klingborg, Director of Trade Shows, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 22- Jan. 27	NATIONAL FURNITURE WAREHOUSEMEN'S ASSN. CONVENTION, CORONADO HOTEL, SAN DIEGO, CAL. PUBLICITY: GERTRUDE MICHALOVE, THEORDORE SILLS, PL. 9-0820.		
Monday Jan. 23 7:00 P.M.	FOURTEENTH LECTURE The fourteenth lecture in the Survey of Advertising Course will deal with Layout, Design and Illustration and be given by David Stech, Art Dept., Inc., with Jerry Cummins, Gloria Brandt and Robert Hollis, staff members of the same organization. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Monday Jan. 23 Just out	NEW HOME BUILDING IDEAS Your building plans will make swift, smooth progress with this book. You'll find suggestions on where to build, what style of architecture is right for you, how to budget your plans, how to save dollars on building costs. And there's advice on heating, wiring, insulation, plumbing. With 206 pages and more than 300 photographs. In U.S.A., $1; in Canada, $1.25. Contact: James N. Hall, Better Homes & Gardens, Meredith Publishing Co., 1716 Locust St., Des Moines, 3, Iowa.	BETTER HOMES & GARDENS	DES MOINES, IOWA
Jan. 23- Jan. 26	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDITORIUM, ATLANTA, GA. CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., ATLANTA, GEORGIA.		
Monday Jan. 23- Jan. 27	NEW YORK LAMP SHOW An entire floor of the hotel has been equipped with heavy duty electrical circuits to afford additional exhibition space this year. A press breakfast will be held at 10 A.M. on Tuesday, January 24, in the Panel Room of the New Yorker, sponsored jointly by the show management and the Lamp & Shade Institute. Several prominent manufacturers will be present to conduct a discussion meeting on new styles and prospective developments in the industry. Open to all members of the press. Show hours: 9 A.M. to 6 P.M. daily except Friday when show closes at 1 P.M. Publicity for Lamp & Shade Institute: Catherine Blondin, MU. 9-7360. Contact: Miss Meehan, George F. Little Management, MU. 9-7147.	LAMP MANUFACTURERS	HOTEL NEW YORKER
Monday Jan. 23- Jan. 28	NEW YORK WINTER CARPET MARKET Manufacturers will exhibit new patterns in their regular lines; in addition, each exhibitor will contribute one entirely new design which will form the nucleus of the Spring Opening when these new carpets will be released to the general public. Bigelow-Sanford will exhibit in its own showrooms at 140 Madison Avenue. Contact: Mary Burke, Fred Eldean Organization, 670 Fifth Avenue, EL. 5-7651.	CARPET INSTITUTE EMPIRE STAGE BLDG.	SHOWROOMS 295 FIFTH AVENUE
Jan. 23- Jan. 28	NEW YORK WINTER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, N.Y.C. CONTACT: MR. J. J. MELNIKER, 206 LEXINGTON AVENUE, MU. 5-1160.		
Jan. 23- Feb. 4	SOUTHERN FURNITURE MARKET, SO. FURN. EXPOSITION BLDG., HIGH POINT, N.C. CONTACT: PAUL CASEY, SOUTHERN FURN. EXPOSITION BLDG., HIGH POINT, N. C.		
Saturday Jan. 28	NEW MERCHANDISING MAGAZINE A new merchandising magazine, "Modern Lamps", will make its first appearance on this date. To be issued quarterly for department and furniture store buyers, decorators and designers, the new publication is designed to bring a new understanding of modern design in lamps and shades, to show the role of modern lighting units in today's house and to publish news of contemporary materials. Contact: Barbara Baer, editor, MU. 5-3744	KRIEGER PUBLICATIONS	114 EAST 32ND STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday Jan. 29- Feb. 1	SIXTH CALIFORNIA CURTAIN & DRAPERY SHOW	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.
	Eastern representatives as well as Western exhibitors will display their goods at the show. The theme of "California Colors for Spring" will be emphasized so that buyers can run special promotions based on it. Contact: Joe Lockwood, show director, L.A. Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.		
Sunday Jan. 29- Feb. 1	CALIFORNIA LAMP SHOW	L. A. TRADE FAIR	BILTMORE, L.A.
	For the first time west of Chicago, the consolidated products of the lamp industry will be displayed at the California Lamp Show. Contact: Woody C. Klingborg, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles, 15, California.		
Jan. 29- Feb. 3	MIDWINTER MARKET WEEK, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Monday Jan. 30 7:00 P.M.	FIFTEENTH LECTURE	ADV. WOMEN OF NEW YORK	HOTEL ASTOR
	The fifteenth lecture in the Survey of Advertising Course will deal with Typography and Production. Francis J. Sorg, Jr., of the Sorg Printing Co. will discuss fundamental facts about type, and Arthur A. Kron of Gotham Adv. Co. will speak on the importance of mechanical factors of production. Contact: Hulda Kloenne, CI. 5-4149.		
Jan. 30- Feb. 3	LOS ANGELES FURNITURE MARKET, LOS ANGELES FURNITURE MART, LOS ANGELES. CONTACT: J.J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CAL.		
Monday Jan. 30- Feb. 10	CHICAGO GIFT SHOW	GIFT MANUFACTURERS	PALMER HOUSE
	The Chicago Gift Show will open on this date at the Palmer House, Chicago, Illinois and run concurrently with the Merchandise Mart Gift Show. Contact: George F. Little Management, 220 Fifth Ave., N.Y.C. MU. 9-7147.		
Jan. 30- Feb. 11	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. PUBLICITY: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 31- Feb. 3	TRADE SHOW, NATL. ASSN. OF FROZEN FOOD PACKERS, CONGRESS HOTEL, CHICAGO. CONTACT: L. S. MARTIN, 1415 K STREET, N.W., WASHINGTON, D. C.		
Friday Feb. 3 10:00 A.M.	PRESS BREAKFAST	FRANK & SADEV	HOTEL COMMODORE
	A press party will be held to display table settings by Frank & Sadev and Patchogue Plymouth Mills, in private dining rooms B. and C. on the mezzanine. New table cloths and place mats sets of "Town and Country" lace will be featured. Contact: Harold Sadev, Frank & Sadev, PE. 6-9451.		
Sunday Feb. 5- Feb. 8	SPRING GIFT AND HOUSEWARES SHOW	WESTERN MDSE. EXHIBITORS 1355 MARKET STREET	SAN FRANCISCO CIVIC AUDITORIUM
	Over 1500 national known domestic and imported lines will be shown at the spring gifts, stationery, toys and housewares show this year. On Tuesday morning, Feb. 7th, at 8:30 A.M., there will be a breakfast forum in the Mart Club on the 9th floor which will be presided over by Richard Gump, president of Gump's, Inc. Publicity: Kay Leber, Dir., KL. 2-2311, Ext. 687.		
Feb. 5- Feb. 8	BUFFALO GIFT SHOW, HOTEL STATLER, BUFFALO, NEW YORK. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Feb. 6- Feb. 8	TELEVISION TRADE SHOW	TELEVISER MONTHLY	HOTEL NEW YORKER

The fifth annual "Television Institute" and Industry Trade Show is expected to attract more than 50,000 persons in addition to some 1000 industry registrants. There will be panel discussions conducted by leaders in the industry and a Film Conference on February 8th. Open to dealers and public. Contact: Irwin A. Shane, General Chairman, Television Institute & Industry Trade Show, PL. 7-3721.

Feb. 6- Feb. 10 — INTERNATIONAL LINENS & DOMESTIC SHOW, HOTEL COMMODORE, NEW YORK CITY. CONTACT: JOHN REED, HOTEL COMMODORE, MU. 6-6000.

Monday Feb. 6- Feb. 10	WESTERN WINTER MARKET	INDIVIDUAL MANUFACTURERS	WESTERN MDSE. MART

Furniture, fabrics, floor covering, linens and domestics, radio-television appliances, gifts, lamps and housewares will be shown. The theme this year is "Buy-ways to Success". Contact: A. Cameron Ball, Western Merchandise Mart, 1355 Market St., San Francisco, California.

Monday Feb. 6- Feb. 24	GOLD MEDAL EXHIBITION: MAJOR ARCHITECTURAL WORKS	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH ST. NEW YORK 16, N. Y.

The fourth of six monthly gold medal exhibitions will open on this date and will deal with major architectural works. Open to the public. Contact: Architectural League, MU. 5-8400.

Wednesday Feb. 8 12:45 P.M. Luncheon	"DESIGN FOR LIVING"	HOTEL PIERRE	COTILLION ROOM

A luncheon forum on interior decoration will be put on by a designer, an interior decorator, a florist and Scalamandre Textiles. Open to the press by invitation; to the public by reservation. Contact: Nola Luxford, Pierre Fashion Director-Commentator, TE. 8-8000.

MUSEUM, GALLERY AND GARDEN NEWS

Monday Jan. 2- Jan. 23	14TH CERAMIC EXHIBITION	ASSOC. AMERICAN ARTISTS	711 FIFTH AVENUE

The prize-winning ceramics from the 14th ceramic national exhibition recently conducted by the Syracuse Museum of Fine Arts and the Onondaga Pottery Co. and the winning exhibits in the first national dinnerware decoration exhibition sponsored by the Museum and Commercial Decal, Inc., will jointly go on show. Publicity: Estelle Mandel, PL. 5-0711.

Wednesday Jan. 4- Going on	PRESS PREVIEW: TEXTILES	SCALAMANDRE MUSEUM	20 WEST 55TH STREET

Two new exhibits will be shown to the press on this date. One is a collection of silk textiles from the Economy Museum in Ambridge, Penn., formerly the home of the Harmonist Society. The other is a collection of ecclesiastical vestments, chasubles, copes and altar appurtenances ranging from the 17th century Italian Renaissance through the French periods of the 18th and early 19th centuries. Both collections are of value to students of interior decoration and textile design. Hours: 9 A.M. to 5 P.M. Mondays through Fridays. Contact: John Kent Tilton, Director, PL. 9-2070.

Monday Jan. 9- Jan. 20	PRIZE-WINNING DESIGNS TO BE EXHIBITED	MUSEUM OF MODERN ART 11 WEST 53RD STREET	INDIV. SHOWROOMS CHICAGO, ILLINOIS

Full-size production models of prize-winning designs in the Museum Design Project, Inc.'s international competition for low-cost furniture design will be shown in the individual manufacturer's showrooms during the Winter Furn. Market and will be available to consumers some time in the spring of 1950. Publ.: Betty Chamberlain, CI. 5-8900.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

MUSEUM, GALLERY AND GARDEN NEWS (Continued)

Monday Jan. 9- March 16	SHORT COURSES	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.

Four short courses are offered to students during this period: House Plants, What's Inside a Plant?, Rock and Wall Gardens and Flower Arrangement. Publicity: Matthew Bassity, MA. 2-4433; Contact: Frances M. Miner, Brooklyn Botanic Garden, 1000 Washington Avenue, Brooklyn 25.

LAST MINUTE NOTICE

Thursday Jan. 5 4:30 P.M.- 6:30 P.M.	PRESS PREVIEW	SLOANE-BLABON CORP.	295 FIFTH AVENUE

The new textured-look linoleum and new coordinated color program and 1950 patterns will be shown to the press at a cocktail party on this date by invitation only. Publicity: Ed Thomas, Geyer, Newell & Ganger.

TELEVISION NEWS

Tuesday Jan. 3 4:30 P.M.- 5:00 P.M.	TELEVISION SHOW VANITY FAIR	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE

On Dorothy Doan's program, Nancy McClelland, Interior Designer, will discuss decorating ideas for problem windows. Catherine Allen, House-Keeping Director of the Savoy Plaza will present a solution to curtain laundering. She will wash and hang fibre-glass curtains in six minutes. Publicity: Helen Brattrud, PL. 5-2000.

Wednesday Jan. 4 11:00 A.M.- 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE

Mr. J. C. Varkala and his wife will demonstrate and discuss Mouli products on Kathi Norris' program. The Mouli grater and Mouli julienne employ a completely new principle in grating, saving the housewife time and trouble. May be used by either right or left-handed people. These products are made in this country for the first time. Publ.: Babs Doniger, PL.3-1742.

HOME FURNISHINGS WANTED FOR FIVE FEATURE FILMS

The Laurel Film Company is anxious to make arrangements with manufacturers or their publicity or advertising agencies for the use of their products, under certain conditions, in five major feature films which will be made in New York City in 1950. Any product which may normally be used in an American home or in an outdoor scene will, if used, receive full cooperation in the way of endorsements, production stills, playdates and so on. Credits will be carefully observed. Such articles as the following can be used: beverages, clocks, garden tools, kitchen wares, electric appliances, ceramics, foods, home furnishings, furniture and fabrics. The first picture, "Nothing Short of Murder", goes into production this month. Please call, wire or write promptly: Will Yolen, Yolen, Ross & Salzman, Inc., 2 West 46th Street, New York 19, New York; Teletype: NY 1, 3666; Telephone, JU. 6-4300.

EDITORIAL REQUIREMENTS

For Morning News and Journal-Every Evening, Wilmington, Delaware

Copy, mat illustrations and brief news or idea items covering food, fashion and home decorating are desired by this publication. Address, Eleanor Parrish, Lexington Hotel, N.Y. Jan. 9-14.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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